

FACE 2FACE

WITH
Thea Von Loggerenberg
Market Sector Leader • Community Colleges
PMSM Architects
Santa Barbara, CA



“It’s the difference between leaving messages and getting in front of a real decision-maker.”



A full service planning and design firm, PMSM Architects creates sustainable buildings and spaces that strengthen community identity while minimizing environmental impact. Specializing in education, healthcare and civic facilities, PMSM fosters exceptional client-centric collaboration across its network of five offices, spanning Northern and Southern California.

“The passage of a construction bond is public knowledge. That’s why every facility manager has a gatekeeper — a secretary or assistant — to deal with the inevitable onslaught of calls from architects. And I was struggling to get beyond just leaving a message.”

Realizing that face time is everything. “Marshall was able to set up appointments with people whom I’d called at least ten times. I don’t know what magic they use. But they’ve developed an effective system for getting past the ‘send us something to put on file’ dead-end. And for getting the introductory meetings you need to be on a prospect’s radar.”

A catalyst to broaden the marketing effort. “Within a brief timeframe, our relationship with Marshall has truly empowered our outreach effort to community colleges. It’s also saved us from spinning our wheels with prospects who just weren’t ready to meet. These are a few reasons why I frequently recommend them to my associates. Both within our organization and beyond.”

marshallface2face.com

CONTACTS ARE FINE. APPOINTMENTS ARE BETTER.SM